



SEPTEMBER 19, 2009

LINDQUIST FIELD

OGDEN, UTAH

*PRESENTED BY:*



Salerosa Group, LLC

OFFICIAL MEDIA EVENT SPONSOR

**PALACIO**  
DE NORTHERN UTAH MAGAZINE

# ***OGDEN CHILI COOK-OFF & FIESTA***

**Date: September 19, 2009**

**Time: 11:30 am to 7:30 pm**

The Ogden Chili Cook-Off and Fiesta celebrates the diversity and commonalities of the Ogden and Northern Utah communities. We would like to invite you to participate in a Community and Cultural Celebration on September 19, 2009.

National Hispanic Heritage Month begins September 15th and the anniversary of independence for five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico declared its independence on September 16th, and Chile on September 18th. Latino/Hispano communities honor those who fought for and won their freedom then, and who continue to do so now, with a day of Fiesta, delighting in the richness of the foods, arts, crafts and music that they enjoy.

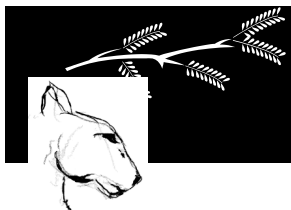
We are bringing the community together with Ogden's First Annual Chili Cook-Off, inviting local Fire Fighters and Law enforcement agencies to compete in our "Five Alarm" special category. The Fiesta will be featuring performances by local children's groups, school groups and professional musicians and visual artist. And providing local vendors an opportunity to display and sell various textiles, arts & crafts and food representing various cultural groups throughout the Ogden/Northern Utah area.

The day will end with a concert performance by Del Castillo. "This Austin, Texas-based band has developed a huge regional following through their unique merger of flamenco music and rock. Since forming in 2001, the sextet has won a total of 10 Austin Music Awards, while also touring with Los Lobos, Los Lonely Boys, Ozomatli and Willy Nelson." Del Castillo has also performed in the soundtracks for "Spy Kids 3D: Game Over", "Kill Bill, Vol.2" and "Once Upon a Time in Mexico."

The event will also include community outreach to young local artists for the creation of the signature artwork to commemorate the event. As well as intern opportunities for local college students to learn and participate in various aspects of the event production.

In accordance with our company mission, we are pleased to announce that a percentage of the net proceeds raised at this event will benefit Weber State University Scholarship Foundations and Ogden-Weber Applied Technology College.

We look forward to speaking with you soon about partnership and/or vendor opportunities with this exciting event.



**SALEROSA GROUP, LLC.**

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Salerosa, LLC, together with Palacio Northern Utah Magazine are enthusiastic about the creation of this event. Salerosa, LLC looks forward to developing ongoing events designed to support local non-profit and community based organizations in their fundraising efforts. At the same time producing quality entertainment and developing opportunities for the community to come together in celebration of Ogden's rich culture and supporting the local business community.

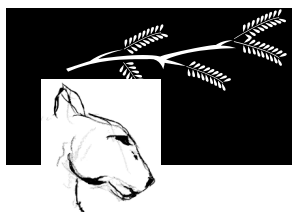
Palacio Northern Utah Magazine will be running coverage of the event in two issues of their magazine. The September/October issue will promote the event and acknowledge sponsors with logo space and company information or editorial space based on sponsorship commitment. Palacio Northern Utah Magazine will then acknowledge and thank all sponsors in their November/December issue, again displaying logos of all sponsors and event photos.

The 2009 Ogden Chili Cook-Off and Fiesta marketing efforts will also include broadcast, print, posters and fliers. The local news media will be targeted and encouraged to develop special interest features to show the involvement of the students in the development of artwork for the advertising campaign and internship opportunities provided by the production company.

Our Event Advertising will run for a five week period beginning with a grassroots campaign of postcards, posters and fliers, followed by the presentation of the special features and print media blitz two weeks prior to the event.

Your company can position itself in a high-profile manner by joining us in what is sure to be an exciting and fun annual event. With the a 32% (and growing) Hispanic population in the Ogden/Weber area, this event can help your company establishing an ongoing relationship that advances your company profile while adding to the economic development in the Ogden/Weber area and educational development of the local community. Your support and participation not only assists in the production of this event, but also helps the scholarship fundraising efforts of the Ogden-Weber Applied Technology College and Weber State University.

We look forward to partnering with you on the 2009 Ogden Chili Cook-Off & Fiesta !



**SALEROSA GROUP, LLC** has been established as a promotion company with the goal to support non-profit and scholarship organizations by producing quality community, family oriented events. It is our hope to assist in the fundraising capabilities of area non-profit organizations, provide ongoing local entertainment events, offering greater marketing opportunities for companies supporting these and contributing to the economic growth of Utah communities.



#### OFFICIAL MEDIA EVENT SPONSOR

Committed to empowering the community by providing a source for accurate and useful information; Palacio's qualified team of advertisers and partners provide the highest quality of service creating a trusted and respected relationship with those they serve.

2009  
OGDEN CHILI COOK-OFF  
& FIESTA



SPONSORSHIP  
OPPORTUNITIES

Signature, Title Premier, Premier & Patron sponsor levels will include space in the four page event announcement and promotion in the September/October Issue of Palacio Northern Utah Magazine, including Your Company Logo, sizing commensurate to the level of donation, editorial space and Your Company Logo will also be included in the two page “Thank You” pages of the November/December issue of Palacio Northern Utah Magazine. Size information and value for each level listed below. Palacio is also providing free web-link to your company from August through November 2009 on [www.palacio.com](http://www.palacio.com) and for one year on Sale-rosa, LLC’s website as contributing sponsor on <http://sites.google.com/site/salerosaevents/home>.

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<b>SIGNATURE SPONSOR</b>	<b>“Numero Uno”</b>	<b>\$10,000</b>
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- § Prominent, Largest Logo/Editorial (approximately one-half page) September/October issue of Palacio Northern Utah Magazine and Largest Logo in the Thank You issue (a \$995 Value)
- § Recognition in all media and event announcements
- § Prominent Corporate Logo/Signage on commemorative posters, ad campaigns, inside front cover or outside Back cover of event program
- § Banner display on the bandstand or at the entrance of the event.
- § Private V.I.P. event area to accommodate 25-40 people and catered lunch the day of event.
- § 20 passes to private after-party and art auction.

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<b>TITLE SPONSOR</b>	<b>“El Don”</b>	<b>\$7,500</b>
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- § Large Logo (approximately one-third page), September/October issue of Palacio Northern Utah Magazine and Largest Logo in the Thank You issue (a \$725 Value)
- § Recognition in all media and event announcements
- § Prominent Corporate Logo/Signage on commemorative posters, ad campaigns, inside cover back cover of event program
- § Banner display on the bandstand or at the entrance of the event.
- § Private V.I.P. event area to accommodate 20-30 people and catered lunch the day of event.
- § 18 passes to private after-party and art auction.

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<b>PREMIER SPONSOR</b>	<b>“El Hidalgo”</b>	<b>\$ 5,000</b>
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- § Medium Logo (approximately one-quarter page), September/October issue of Palacio Northern Utah Magazine and Largest Logo in the Thank You issue (a \$595 Value)
- § Company Acknowledgement in two page “Thank You” article in November/December issue of Palacio Northern Utah Magazine
- § Corporate Logo/Signage ad campaigns, one page program acknowledgement and poster campaign
- § Prominent banner display at the event.
- § Private V.I.P. event area to accommodate 18 people and catered lunch the day of event.
- § 16 passes to private after-party and art auction.

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<b>PATRON SPONSOR</b>	<b>“El Patron”</b>	<b>\$ 3,000</b>
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- § Logo (approximately one-eighth page), September/October issue of Palacio Northern Utah Magazine and Logo in the Thank You issue (a \$395 Value)
- § Corporate Logo/Signage ad campaigns, one-half page program acknowledgement and poster campaign
- § Prominent banner display at the event.
- § Private V.I.P. event area to accommodate 16 people and catered lunch the day of event.
- § 10 passes to private after-party and art auction.

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<b>ANGEL SPONSOR</b>	<b>“Los Angeles”</b>	<b>\$1,000</b>
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- § Logo (and two line promo of Your Company in the September/October issue of Palacio Northern Utah Magazine (a \$250 Value)

- § Company Acknowledgement in two page “Thank You” article in November/December issue of Palacio Northern Utah Magazine
- § Recognition in all poster campaign
- § Corporate Logo/Signage ad campaigns, one-half page program acknowledgement
- § Banner display along the booth area at the event.
- § V.I.P. event area reserved for Partner and Friends Sponsorship levels.
- § 6 passes to private after-party & art auction.

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<b>FRIEND SPONSOR</b>	<b>“Los Amigos”</b>	<b>\$ 500</b>
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- § Corporate Logo/Signage ad campaigns
- § One-quarter page program acknowledgement
- § Banner display at the event.
- § Private V.I.P. event area reserved for Partner and Friends Sponsorship levels.
- § 4 passes to private after-party & art auction.

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<b>BANNER SPONSORS</b>	<b>“Las Banderas”</b>	<b>\$ 100</b>
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- § Logo acknowledgement in program
- § Company Banner displayed at the event
- § 2 passes to private after-party & art auction.